



*For Immediate Release*

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### **Vermont Retail & Grocers Association Announces Week Four of #maskforthewin Challenge**

***Take the challenge, wear a mask while in stores statewide, win a prize***

Berlin, Vt. – The Vermont Retail and Grocers Association (VRGA) launched the #maskforthewin challenge to encourage consumers to wear cloth masks while in businesses statewide. The challenge is simple: take a selfie in front of your favorite local business with your mask on. Prizes are awarded each week to a random poster who takes the challenge and uses #maskforthewin in their post.

Week three’s challenge saw a variety of posters from all over the state. From Derby to Rutland, and everywhere in-between, VRGA was thrilled to see consumers masking up when they went to shop. Check the VRGA social media channels to see reposts and story highlights of week three #maskforthewin posts.

The winner for week three was Laura Gerrow for her husband Tim’s photo (fully masked) in front of Walt’s Sales in Derby VT. They masked up and headed to Walt’s to grab a new 4X4, and snapped the pic when they had settled on the one they were taking home. They’ve been awarded a gift card to Cheese and Wine traders in South Burlington. Cheese and Wine Traders is a family owned and operated specialty wine and cheese shop, with over 1500 bottles of wine and 150 types of cheese to browse.

Week four starts Monday, June 15th. The challenge remains the same, but the prize is a little different. Week four posters will be given a chance to win a Vermont Specialty Food Association Gift Basket, packed with locally made goodies from Sugar Bob’s Finest Kind, True North Granola, Krin’s Bakery, and Richards Vermont Made Sauces. A Slice of Vermont has generously donated a gift card as well, which can be used on any of their numerous Vermont Specialty products at [asliceofvermont.com](http://asliceofvermont.com). Get out to your favorite local business, get your mask on, snap a selfie and use #maskforthewin to give yourself a chance to win this amazing Vermont product package.

Participants from week three are encouraged to participate in week four as well. Keep posting with #maskforthewin to show your support for the health and safety of your local businesses.

“We want to motivate Vermonters to wear masks when inside businesses for the safety of themselves, store customers and store employees,” said VRGA president Erin Sigrist. “VRGA knows most Vermonters are wearing masks while they are out shopping, but we want to encourage everyone to do so, make it fun, and bring our Vermont communities together.”

VRGA will be reposting #maskforthewin posts often, so check their social media channels to find posts from your fellow Vermonters. Find them on: [Instagram](#), [Facebook](#), [Twitter](#).

Please reach out to [info@vtrga.org](mailto:info@vtrga.org) with any questions about the #maskforthewin campaign.

To learn more about the work VRGA does, visit their website at [www.vtrga.org](http://www.vtrga.org), follow them on [facebook](#) & [twitter](#), call their office at (802) 839-1928 or visit them at 963 Paine Turnpike N, Berlin, VT 05602.

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**About Vermont Retail & Grocers Association:**

The Vermont Retail & Grocers Association represents approximately 800 Vermont retail stores and 250 suppliers to the industry, including members of the Vermont Specialty Food Association. VRGA is an association of merchants and trade partners united to promote the sustainable growth of the industry through the educational, economic and public policy needs of its members. The association is the leading voice in the legislature representing members when it comes to proposed changes in laws surrounding employment regulations, taxation, environmental regulations, and much more.